

Rep Order#	6865719	Ver#	1	Status	New	Traffic Order#	10/22/2012 8:29 AM
							Printed:
							3 of 10

EC'd Yes

Ver# 1 Status New

Traffic Order#

Printed: 10/22/2012 8:29 AM

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Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA.

Advertiser ().AMERICAN CROSSROADS

Product American Crossroads

Estimate# 1257

Buyer
Noelle Ramsey

Phone

Agency () CROSSROADS MEDIA

66 CANAL CENTER PLAZA, SUITE 555

ALEXANDRIA, VA 22314

Agency C/P1/P2/E 11/27/1257

Flight Dates 10/24/2012 - 10/30/2012

Hiatus Weeks

Rep Firm

Sales Office () PHILADELPHIA

Salesperson () ANJIE BRADY

Salesperson Phone# 215-567-6005

Salesperson FAX# 215-567-5938

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	20	TU	430A-5A	WAVY NEWS-430A<	:30	\$200.00	10/30-10/30	1	1	1	\$200.00	
Rating: 1.3												
	21	SA	7A-8A	WAVY NWS SAT7A	:30	\$800.00	10/27-10/27	1	1	1	\$800.00	
Rating: 5.5												
	22	SU	6A-7A	WAVY NWS SUN6A	:30	\$500.00	10/28-10/28	1	1	1	\$500.00	
Rating: 4.1												
	23	SU	7A-8A	WAVY NWS SUN7A	:30	\$800.00	10/28-10/28	1	1	1	\$800.00	
Rating: 5.9												
	24	SU	8A-9A	SUN TODAY-NBC	:30	\$1,200.00	10/28-10/28	1	1	1	\$1,200.00	
Rating: 7.1												
	25	W	9A-10A	TODAY SHW2-NBC	:30	\$500.00	10/24-10/24	1	1	1	\$500.00	
Rating: 3.8												
	26	TH	9A-10A	TODAY SHW2-NBC	:30	\$500.00	10/25-10/25	1	1	1	\$500.00	
Rating: 3.8												
	27	F	9A-10A	TODAY SHW2-NBC	:30	\$500.00	10/26-10/26	1	1	1	\$500.00	
Rating: 3.8												
	28	M	9A-10A	TODAY SHW2-NBC	:30	\$500.00	10/29-10/29	1	1	1	\$500.00	
Rating: 3.8												
	29	TU	9A-10A	TODAY SHW2-NBC	:30	\$500.00	10/30-10/30	1	1	1	\$500.00	
Rating: 3.8												
	30	W	10A-11A	TODAY SHW3-NBC	:30	\$400.00	10/24-10/24	1	1	1	\$400.00	
Rating: 2.6												

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Station WAVY-TV NORFOLK, VA.
Advertiser ()-AMERICAN CROSSROADS
Product American Crossroads
Estimate# 1257
Buyer Noelle Ramsey
Phone#
Fax#

Agency () CROSSROADS MEDIA
66 CANAL CENTER PLAZA, SUITE 555
ALEXANDRIA, VA 22314
Agency C/P1/P2/E 11/27/1257
Flight Dates 10/24/2012 - 10/30/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () ANJIE BRADY
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	42	F	12P-1P	WAVY NEWS10-NN<	:30	\$300.00	10/26-10/26	1	1	1	\$300.00	
Rating: 2.0												
	43	M	12P-1P	WAVY NEWS10-NN<	:30	\$300.00	10/29-10/29	1	1	1	\$300.00	
Rating: 2.0												
	44	TU	12P-1P	WAVY NEWS10-NN<	:30	\$300.00	10/30-10/30	1	1	1	\$300.00	
Rating: 2.0												
	45	W	1P-2P	DAYS-OUR LIVES	:30	\$500.00	10/24-10/24	1	1	1	\$500.00	
Rating: 1.4												
	46	TH	1P-2P	DAYS-OUR LIVES	:30	\$500.00	10/25-10/25	1	1	1	\$500.00	
Rating: 1.4												
	47	F	1P-2P	DAYS-OUR LIVES	:30	\$500.00	10/26-10/26	1	1	1	\$500.00	
Rating: 1.4												
	48	M	1P-2P	DAYS-OUR LIVES	:30	\$500.00	10/29-10/29	1	1	1	\$500.00	
Rating: 1.4												
	49	TU	1P-2P	DAYS-OUR LIVES	:30	\$500.00	10/30-10/30	1	1	1	\$500.00	
Rating: 1.4												
	50	W	2P-3P	DOCTORS<	:30	\$200.00	10/24-10/24	1	1	1	\$200.00	
Rating: 1.0												
	51	TH	2P-3P	DOCTORS<	:30	\$200.00	10/25-10/25	1	1	1	\$200.00	
Rating: 1.0												
	52	F	2P-3P	DOCTORS<	:30	\$200.00	10/26-10/26	1	1	1	\$200.00	
Rating: 1.0												

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Last Received: 10/

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Rep Firm
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Salesperson () ANJIE BRADY
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	53	M	2P-3P	DOCTORS<	:30	\$200.00	10/29-10/29	1	1	1	\$200.00	
Rating: 1.0												
	54	TU	2P-3P	DOCTORS<	:30	\$200.00	10/30-10/30	1	1	1	\$200.00	
Rating: 1.0												
	55	W	3P-4P	MAURY POVICH<	:30	\$450.00	10/24-10/24	1	1	1	\$450.00	
Rating: 2.1												
	56	TH	3P-4P	MAURY POVICH<	:30	\$450.00	10/25-10/25	1	1	1	\$450.00	
Rating: 2.1												
	57	F	3P-4P	MAURY POVICH<	:30	\$450.00	10/26-10/26	1	1	1	\$450.00	
Rating: 2.1												
	58	M	3P-4P	MAURY POVICH<	:30	\$450.00	10/29-10/29	1	1	1	\$450.00	
Rating: 2.1												
	59	TU	3P-4P	MAURY POVICH<	:30	\$450.00	10/30-10/30	1	1	1	\$450.00	
Rating: 2.1												
	60	W	4P-5P	ANDERSON<	:30	\$500.00	10/24-10/24	1	1	1	\$500.00	
Rating: 2.5												
	61	TH	4P-5P	ANDERSON<	:30	\$500.00	10/25-10/25	1	1	1	\$500.00	
Rating: 2.5												
	62	F	4P-5P	ANDERSON<	:30	\$500.00	10/26-10/26	1	1	1	\$500.00	
Rating: 2.5												
	63	M	4P-5P	ANDERSON<	:30	\$500.00	10/29-10/29	1	1	1	\$500.00	
Rating: 2.5												

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---	---	---	---	---	---	---	---	---	---	---	---	---
	86	TU	7P-730P	ENT TONIGHT 30<	:30	\$1,500.00	10/30-10/30	1	1	1	\$1,500.00	
Rating: 4.8												
	87	W	730P-8P	INSIDER<	:30	\$1,500.00	10/24-10/24	1	1	1	\$1,500.00	
Rating: 4.3												
	88	TH	730P-8P	INSIDER<	:30	\$1,500.00	10/25-10/25	1	1	1	\$1,500.00	
Rating: 4.3												
	89	F	730P-8P	INSIDER<	:30	\$1,500.00	10/26-10/26	1	1	1	\$1,500.00	
Rating: 4.3												
	90	M	730P-8P	INSIDER<	:30	\$1,500.00	10/29-10/29	1	1	1	\$1,500.00	
Rating: 4.3												
	91	TU	730P-8P	INSIDER<	:30	\$1,500.00	10/30-10/30	1	1	1	\$1,500.00	
Rating: 4.3												
	92	F	9P-10P	GRIMM-NBC	:30	\$2,500.00	10/26-10/26	1	1	1	\$2,500.00	
Rating: 4.3												
	93	F	10P-11P	DATELINE FR-NBC	:30	\$1,600.00	10/26-10/26	1	1	1	\$1,600.00	
Rating: 3.7												
	94	SU	815P-1130P	NBC SUN-FTBL<	:30	\$10,000.00	10/28-10/28	1	1	1	\$10,000.00	
Rating: 13.9												

---REPORT TOTALS---

Report Totals: 94 / \$98,150.00

---SALES MONTHLY TOTALS---

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Station WAVY-TV NORFOLK, VA. Agency () CROSSROADS MEDIA Rep Firm
Advertiser () AMERICAN CROSSROADS 66 CANAL CENTER PLAZA, SUITE 555 Sales Office () PHILADELPHIA
Product American Crossroads ALEXANDRIA, VA 22314 Salesperson () ANJIE BRADY
Estimate# 1257 Agency C/P1/P2/E 11/27/1257
Buyer Noelle Ramsey Flight Dates 10/24/2012 - 10/30/2012 Salesperson Phone# 215-567-6005
Phone# Hiatus Weeks Salesperson FAX# 215-567-5938
Fax#

Oct 12: 60 / \$66,250.00 Nov 12: 34 / \$31,900.00

Sales Totals: 94 / \$98,150.00

Station Totals: 94 / \$98,150.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$316,613	CATV 0%	WAVY 31%	WGNT 1%	WPXV 0%	WTKR 18%
		WTVZ 0%	WVBT 3%	WVEC 47%		

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books NOV10, MAY11, ENOV11
Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE